

LEO BURNETT U.S.A.

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**Enjoy smoking longer
without smoking more.**

Saratoga 120's. Rich, full-flavored cigarettes tailored longer and slimmer than 100's. You get extra smoking time, extra smoking pleasure, without smoking more cigarettes. Cost no more than 100's. Regular or menthol, crush-proof box.



Saratoga 120's

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Regular: 17 mg. "tar," 1.0 mg. nicotine—Menthol:
19 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Nov. 75

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

